

TO: T. Ronan
FROM: N. Brennan

DATE: August 15, 1986

SUBJECT: Marlboro Menthol Ad/Pack Testing

Disguised ad/pack testing (i.e. Salem, Newport, Kool, Salem Lights and Kool Milds in new Marlboro Menthol packs) is now on the schedule for third week September.

We must resolve the copy issue as quickly as possible and agree on the strongest possible line. Next or simultaneously we should 1) choose a spread from those which you brought in (or an alternate from the new shoot); 2) shoot latest round of new packs (available next week) and 3) prepare the ad as a Marlboro Menthol ad and as a Marlboro Menthol Lights ad. No tar and nicotine line should be included and "Quitting Smoking" box should be used.

For the test we will need 40 reprints of each, flush mounted. We will need these by Sept. 15.

Please call if you have any questions.

NEB:dc

cc: M. Bennett
P. Driggs
K. Eisen
S. Fuller
J. Issacs
C. Levy
K. Miller
R. Stirlen

*Thom
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*Ed.
will have T&N.*

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